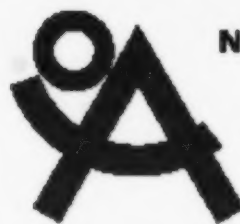


UPDATE



NOVEMBER
2000
ISSUE 7

ONTARIO ARTS COUNCIL
CONSEIL DES ARTS DE L'ONTARIO

OAC Unveils New Logo

The Ontario Arts Council has a new logo that we hope will soon be instantly familiar to arts lovers around the province.

"We are pleased to launch our new logo in *Update*," said Donna Scott, O.C., CEO. "We think it is contemporary and strong and we are proud that its development was reasonable both in terms of time and cost."

Staff had considerable input into the evolution of the logo. Critical to the design was that it avoid the problem of the old logo and reproduce clearly and distinctively in black and white as well as on a small scale.

OAC clients eager to acknowledge the public support to their art will be relieved that we have taken great pains to ensure this. Although the most common usage of the new logo will be in black and white, clients will see the colour version, with its leafy green O, its vibrant A, and its deep blue C, on OAC letterhead.

OAC consulted with several design firms before going forward

with the work proposed by Fizz Design. The final design has been overwhelmingly well received by both staff and Board.

"There is always an element of serendipity to great design," explains Didier Fiszal, Principal and



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Creative Director, Fizz Design. "But a lot of work, some trial and error, goes into it before you arrive at the final product. It's a little like doing sculpture in clay, you explore, then little by little the sculpture reveals itself."

For OAC, the design of a new logo is about a lot more than just a new look. It is about the importance of the recognition factor. The appearance of the logo immediately sig-

nals to the viewer that the tax dollars of Ontarians played a critical role in funding this example of the province's extensive arts activities.

OAC Clients are reminded to ensure that they acknowledge OAC funding in their program and publicity material by using the new logo. This recognition must be equal to that given to other corporate donors or sponsors of similar support. The logo should not be reduced smaller than 1.5 centimetres in total width. OAC will post the new logo, in various formats, on the web site for downloading by grant recipients.

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Cette publication existe également en français.

Ontario Arts Council Year 2001 Program Deadlines

NOTE: Grants for individuals are indicated by
Grants for organizations are indicated by

ABORIGINAL ARTS

Aboriginal Artists in Education
May 15 & Oct 15, 2001
Aboriginal Arts Projects
Mar 1 & Sept 15, 2001

ARTS EDUCATION

Artists in Education
Apr 15, 2001
Arts Education Organizations
Apr 1, 2001
Aboriginal Artists in Education
May 15 & Oct 15, 2001
Special Projects
Nov 1, 2001

COMMUNITY ARTS

Artists in the Community/Workplace
Nov 1, 2001
Community Arts Organizations
Mar 15, 2001

DANCE

Dance Initiatives
Mar 1 & Oct 1, 2001
Dance Organizations
Feb 15, 2001

FRANCO-ONTARIAN

(Programs available only in French)
Arts Development Organizations
Jun 15, 2001
Distribution/Dissemination of the Arts
Mar 15, 2001
Literature
Dec 1, 2001
Publishing
Jan 15, 2001
Songs and Music
Nov 1, 2001
Theatre
Apr 15, 2001

LITERATURE

(Programs available only in English)
Book Publishers
Feb 1, 2001
Periodicals
Jun 1, 2001
Literary Festivals and Organizations
Apr 1, 2001
Works in Progress
Apr 1, Aug 1 & Dec 1, 2001
Writers' Reserve*
*Applications accepted from Oct 2000 to Mar 2001 and
from Oct 2001 to Mar 2002.
Program administered by third-party recommenders.
For more information, contact OAC.

MULTI-DISCIPLINARY ARTS

Integrated Arts
Mar 15 & Nov 1, 2001
Multi-disciplinary Festivals
May 1 & Oct 1, 2001

OTHER

Chalmers Performing Arts Training Grant
Jan 15, 2001

MUSIC

Choirs
Feb 1, 2001
Commissioning
Sept 15, 2001
Opera
Feb 1, 2001
Orchestras
Mar 1, 2001
Popular Music
Jun 15 & Dec 15, 2001
Presenter/Producer - Series/Ensembles
Apr 1, 2001
Presenter/Producer - Festivals
Nov 1, 2001
Recording Program for Classical Music
Sept 15, 2001

THEATRE

(Programs only available in English)
Playwright Residency Program
Apr 1, 2001
Theatre Organizations
Mar 15, 2001
Summer Theatres
Nov 1, 2001
Theatre for Young Audiences
Mar 1, 2001
Theatre Projects
Feb 1 & Aug 1, 2001

TOURING AND COLLABORATIONS

Touring and Collaborations Program
Feb 1 & Aug 1, 2001

VISUAL AND MEDIA ARTS

Artist-Run-Centres: Media and Visual Arts
Feb 1, 2001
Artists' Film and Video
Apr 15 & Oct 15, 2001
First Projects: Film and Video
Jan 25 & Dec 15, 2001
Craft Grants: Individuals
Aug 15, 2001
Craft Organizations - Operating Grant
Jun 1, 2001
Craft Projects Grant
Jun 1, 2001
Visual and Media Arts Project Grants
Jan 25 & Jun 15, 2001
Exhibition Assistance*

*Applications accepted from May 2001 to February 2002.
Program administered by third-party recommenders.
For more information, contact OAC.

Grants to Visual Artists (photographers included)
Emerging Artist (\$3,000)
Jan 15, 2001
Mid-Career Artist (\$5,000)
Sept 15, 2001
Senior Artist (\$10,000)
May 15, 2001
Public Art Galleries - Operating Grant
May 15, 2001
Project Grant
May 15, 2001



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